

THE
REMAX
COLLECTION®

LUXURY
OVERVIEW





KRISTI BERGMANN

Senior Manager of Luxury, RE/MAX LLC

kristi.bergmann@remax.com

508.974.4072



AMBER BONASORO

Executive Director, Brand, RE/MAX LLC

abona@remax.com

949.881.7205

TAKEAWAYS

- The REMAX Collection Basics
 - Locating Resources
 - Marketing Materials
- The REMAX Collection Products
 - Learn & Connect

DEFINING LUXURY /

Every home in The REMAX Collection is required to be twice the average sold price where a property is listed, making The REMAX Collection a true sign of luxury. This criteria aims to set these luxury listings apart from the competition.

REMAX



REMAX.COM/LUXURY



\$39,900,000 8 Beds **8F/4H** Baths 17254 Sq Ft

[VIEW MORE HOMES IN LOS ANGELES](#)

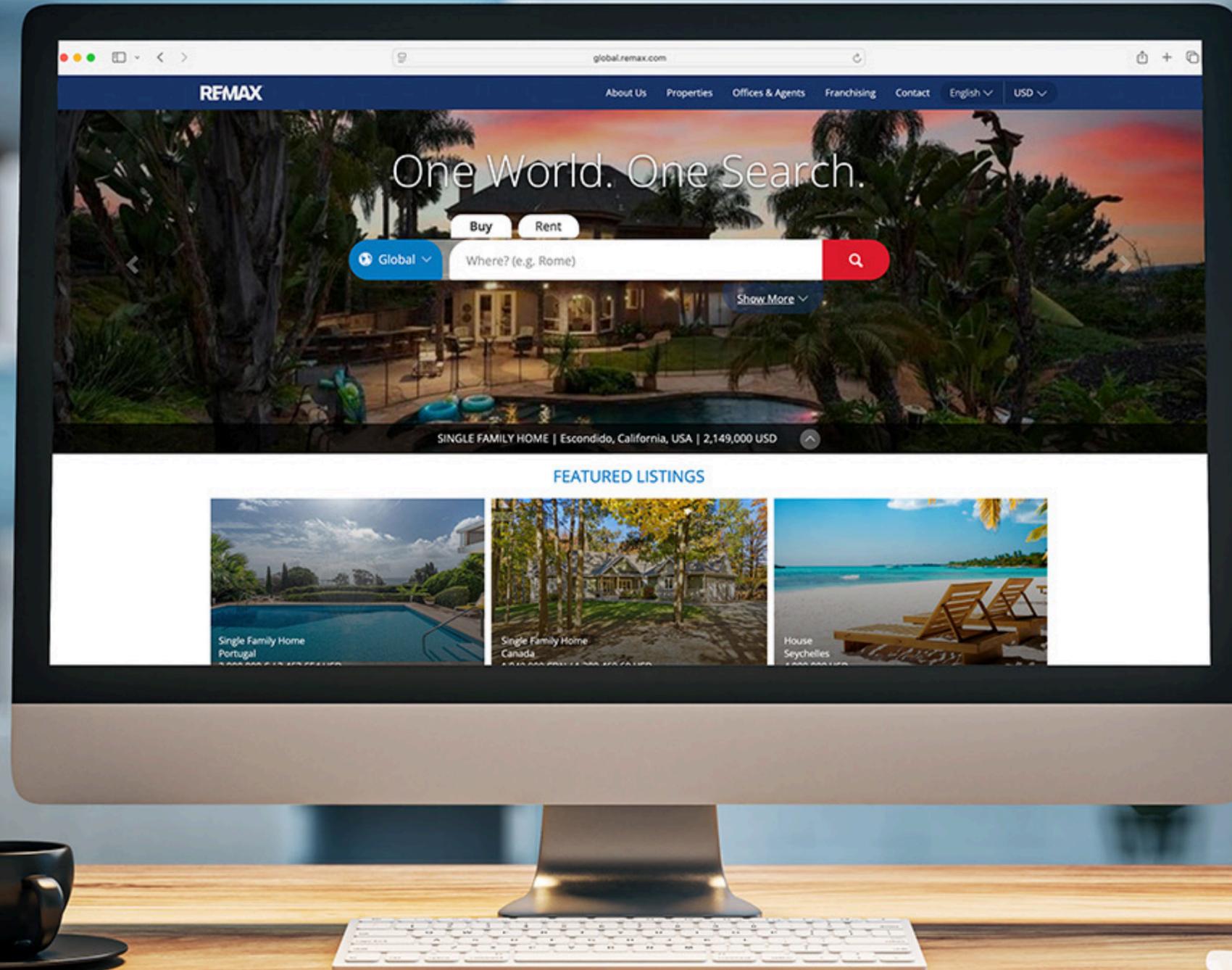
REMAX.COM/LUXURY

\$39,900,000 8 Beds 8F/4H Baths 17254 Sq Ft

VIEW MORE HOMES IN LOS ANGELES

GLOBAL.REMAX.COM

Listings are available in 50 languages and 73 currencies





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Buy ▾ Select A Location 🔍

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FOR SALE

ODESSA, Florida

18725 JIRETZ ROAD

6 bed 10 bath

\$37,500,000 | USD | RE/MAX CHAMPIONS | [VIEW ORIGINAL LISTING](#)

UPMKT
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 CHRISTIAN BENNETT
 727-...
 More About this property

Your Name

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Ask a question

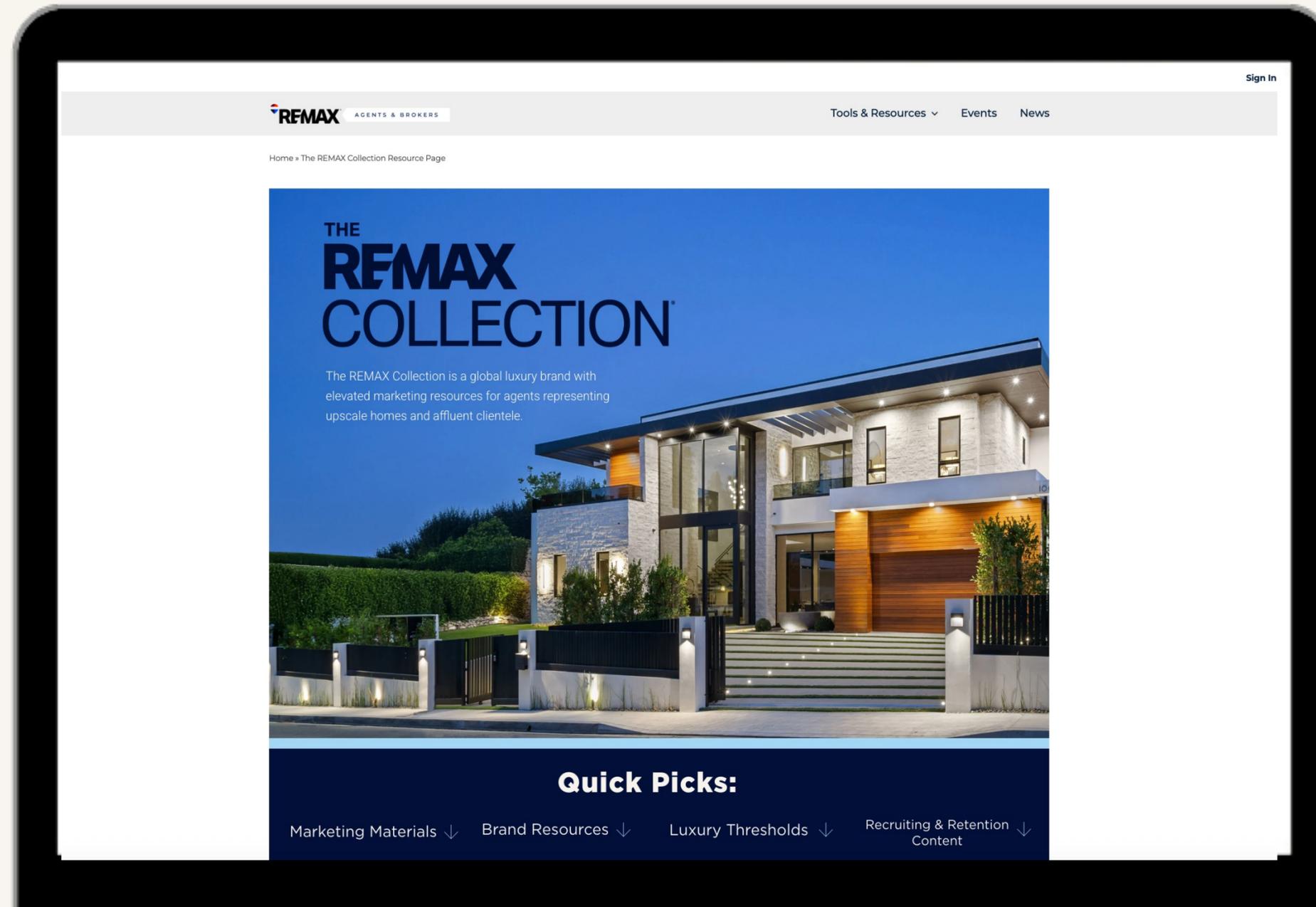
CONTACT AGENT

By clicking the Contact Agent button, you agree that the Agent listed here may use the information you submit to contact you about this listing and/or respond to your specific inquiry, including with emails and calls. Your information will be sent directly to the real estate broker. Please contact the real estate broker and/or listed Agent for more information, including information about their privacy practice.

LUXURY AGENT HUB

Your complete guide to our luxury program.

resources.remax.com/the-remax-collection



MARKETING

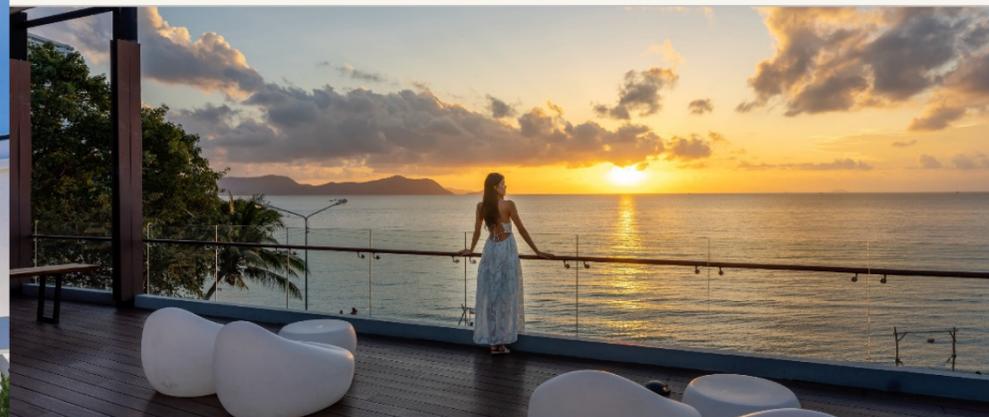
REFINED

Luxury Real Estate Marketing



THE
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PROPERTY MARKETING BROCHURE



Experience Unparalleled Marketing Excellence

When selling your luxury home, exceptional marketing and unwavering trust go hand in hand. Uncover exclusive strategies and tools that set The RE/MAX Collection® luxury agents apart, offering you an unrivaled advantage in today's market while keeping your goals and timeline top of mind.

From premier advertising on platforms like *The Wall Street Journal* and *Mansion Global* to engaging social campaigns, immersive video tours and tailored listing assets, we ensure your property is showcased to the right buyers locally and worldwide. While we specialize in luxury, we believe trust isn't a luxury — it's a standard that should always be expected.

Partnering with The RE/MAX Collection means working with someone who values transparency, expertise and results. Your home's story will be amplified to attract a qualified buyer while ensuring you feel confident during your homeselling journey. Trust is what moves us forward. Let's make your next move extraordinary.

High-Performance Marketing

Experience impressive marketing strategies with powerful tools like precision-targeted advertising, dynamic social videos, premium listing materials and insightful seller reports. Every resource is designed to help elevate your property and deliver top-tier results.

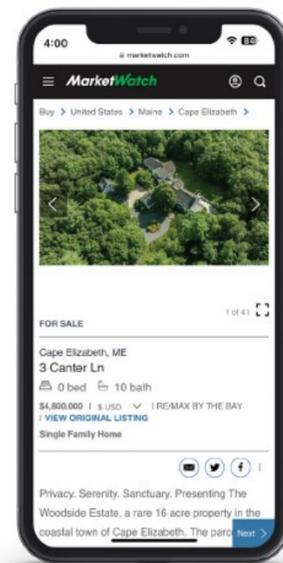
The RE/MAX Collection luxury agents invest in professional listing photography to create high-end visual impact. Flattering natural light and carefully chosen angles help showcase your impeccably designed space to attract the highest buyer interest. Property photos will be featured in traditional print materials and online.

Global Reach, Exclusive Exposure	Engaging Social & Digital Campaigns	Sophisticated Listing Presentation	Insightful Seller Reports
<ul style="list-style-type: none">Advertising on premier platforms like <i>The Wall Street Journal</i>, <i>Mansion Global</i>, <i>MarketWatch</i>, <i>Barron's</i>, <i>Unique Homes</i> & more.International visibility with placement on global.remax.com in 50 languages and 70+ currencies.	<ul style="list-style-type: none">Visually compelling videos.Exposure through Facebook & Instagram ads.Professionally crafted Facebook posts designed to inspire action.	<ul style="list-style-type: none">Your home featured on a custom listing website.Immersive video tours.Stunning, professionally designed print-ready & digital brochures.	<ul style="list-style-type: none">Receive detailed seller reports tracking marketing performance.Stay informed with insights on buyer engagement & activity.



Syndication With Exceptional Exposure

Once the listing is active on MLS, The RE/MAX Collection listings syndicate to realestate.wsj.com, marketwatch.com, uniquehomes.com (\$1M+ USD), mansionglobal.com (\$1M+ USD) and barrons.com (\$1M+ USD).



MarketWatch

MarketWatch is a leading website offering financial information, business news, analysis and stock market data. Together with *The Wall Street Journal* and *Barron's*, it operates as a subsidiary of Dow Jones & Company, a division of News Corp.

16.3 Million Monthly Unique Users

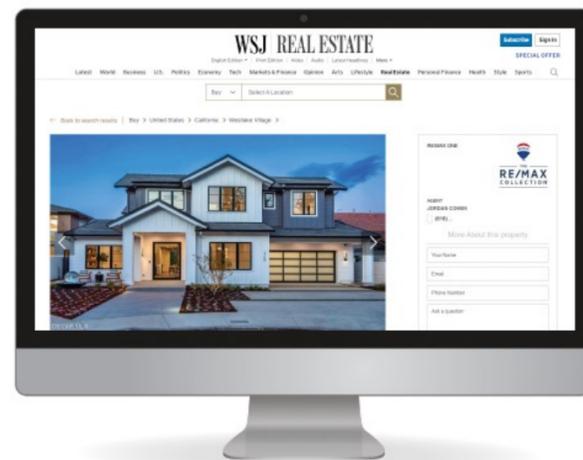
78% Subscribers Used MarketWatch to Make a Personal Investment

THE WALL STREET JOURNAL

WSJ.com reaches an elite global audience of **34.4 million digital readers** each month, delivering the news and insights essential to their business and personal lives.

#1 Paid Circulation Publication

↑ Highest Rank of Executive Management Readership



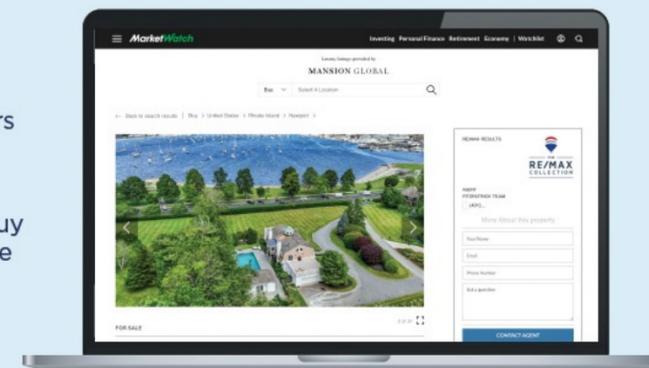
MANSION GLOBAL

Mansion Global is the premier digital platform connecting the world's most affluent real estate buyers with prestigious properties worldwide. It serves as the ultimate destination for luxury real estate discovery through timely listings and compelling content.

2.5 Million Monthly Users

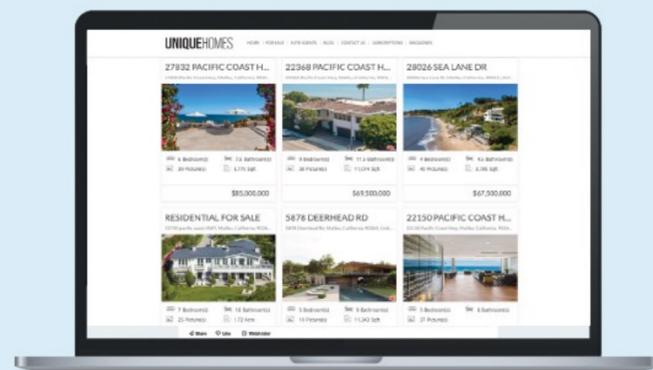
62% Visitors Plan to Build or Buy a Home In the Next Year

47% of Readers Are Multi-Millionaires



UNIQUEHOMES

Unique Homes Luxury Media enables advertisers and real estate agents to reach ultra-high net worth individuals (UHNWIs .01%). With a passion for unparalleled real estate luxury, meticulous craftsmanship, exclusive locations and bespoke design, Unique Homes curates a collection of the world's most extraordinary content and properties.



Average net worth: **\$4,525,000**

40% own 2 properties;
30% own 3 or more properties

7 of 10 are actively in the market to buy or sell

BARRON'S

73% 73% Say Barron's Plays a Role in Their Decision-Making

9.88 Million Monthly Digital Users

Barron's is published by Dow Jones & Company, a division of News Corp. Founded in 1921 by Clarence W. Barron as a sister publication to The Wall Street Journal, Barron's provides comprehensive coverage of U.S. financial news, market developments and key statistics.



LISTING PRESENTATION

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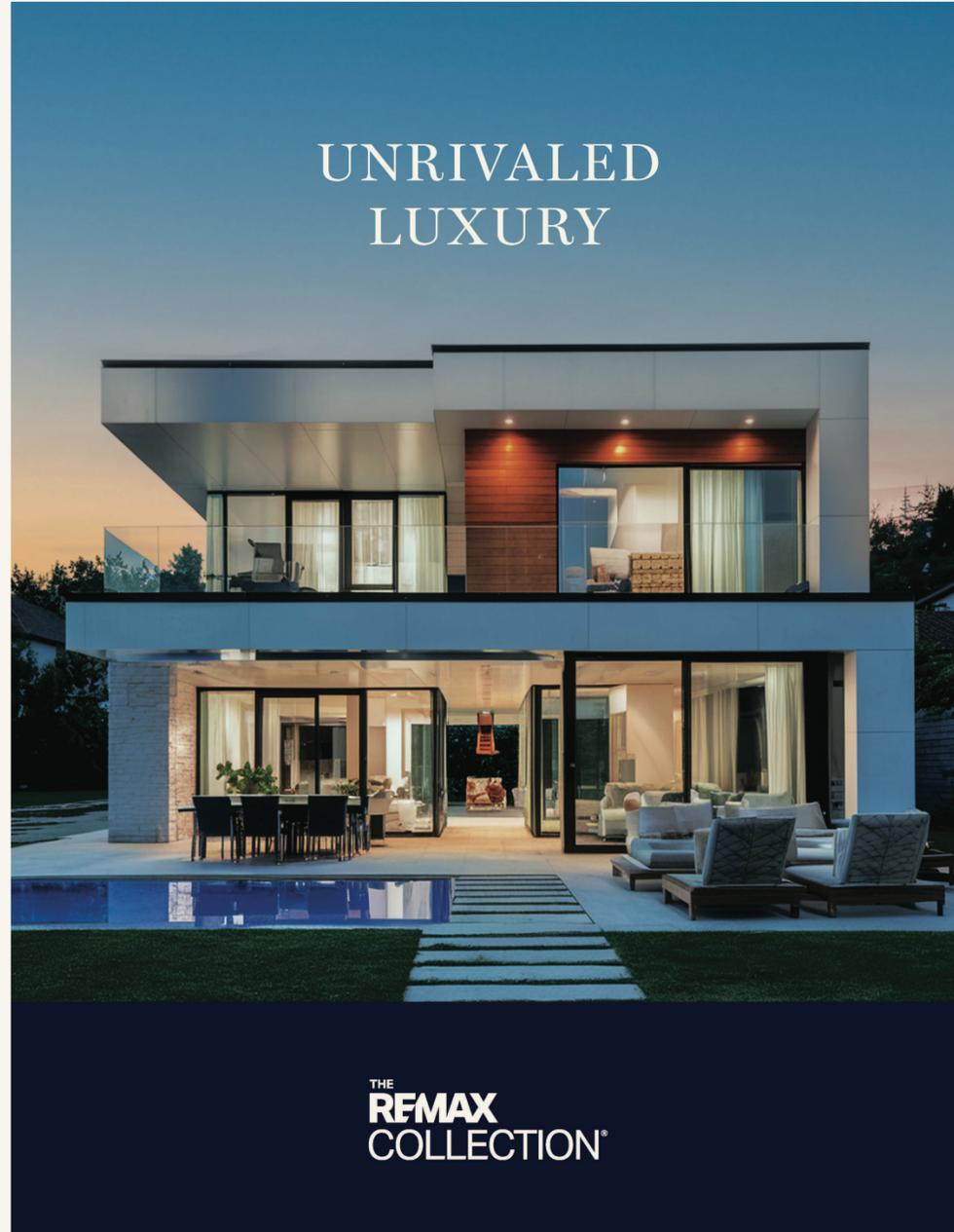


GLOBAL PRESENCE /

When asked to name a real estate brand, REMAX is the name people name first.* Whether you're buying or selling a city penthouse, a waterfront retreat or an equestrian estate, the REMAX network consists of over 140,000 agents who can help open the front door around the globe.

110+ Countries & Territories
140,000+ Agents
Nearly 9,000 Offices

LOOK BOOK



BRINGING LUXURY HOME /

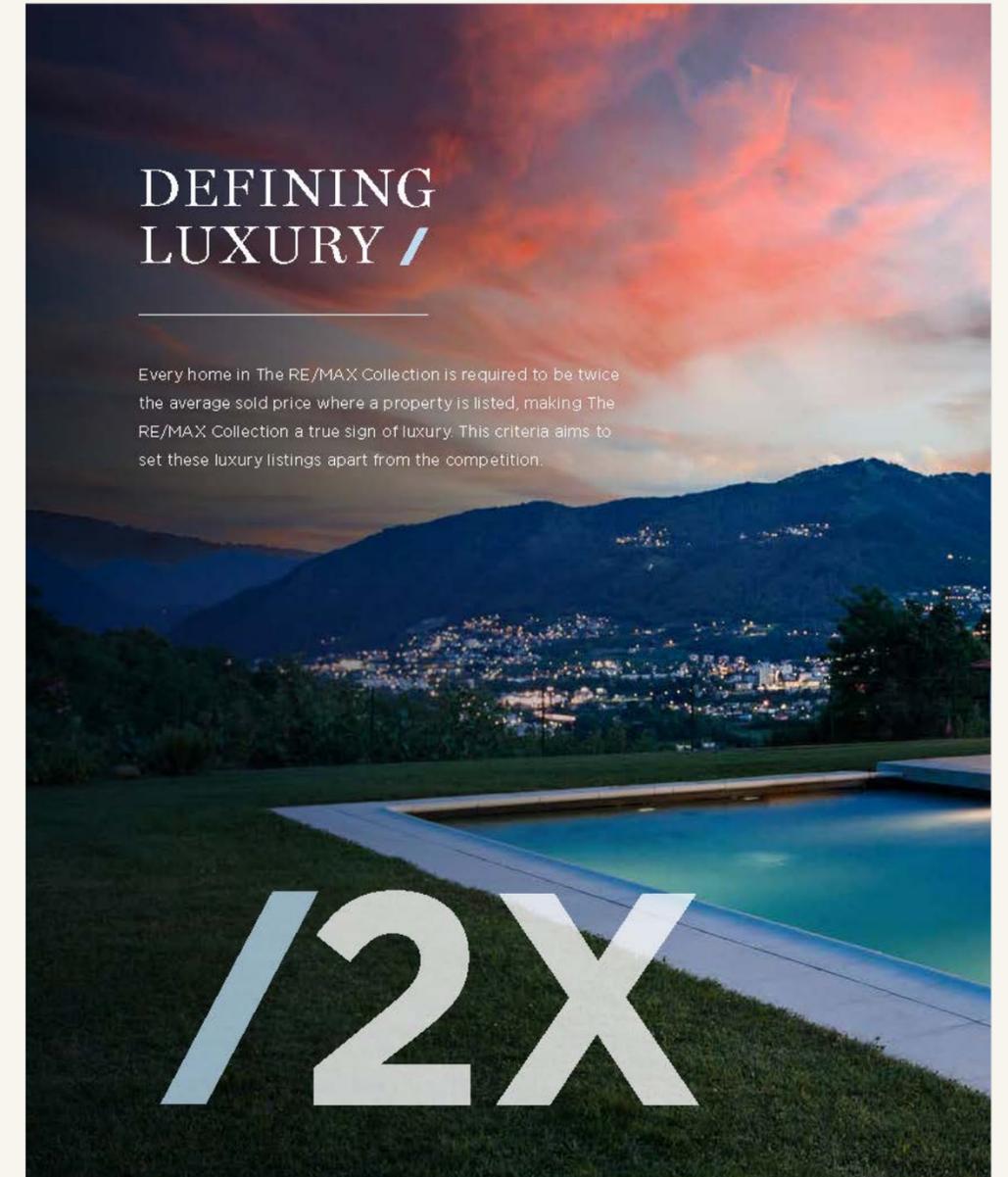
Sophistication. Elegance. Unparalleled Service.

The RE/MAX Collection® offers all this and much more to affluent homebuyers and sellers around the world.

RE/MAX® agents worldwide sell more real estate than any other brand.* The right agent can lead the way in helping your vision become a reality.

*As measured by residential transaction sides.

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AGENT & TEAM PAGES

LUXURY TEAM



**AGENT
NAME** /

**Senior Vice President - Sales,
Sales Representative
Team Leader**

c 416.555.1234
t 416.555.5678
agent@theremaxcollection.com
luxuryteam.com

These pages provide a template which an agent or broker's graphic designer can customize for personalized use. To maintain consistency with brand guidelines, please employ black and white portraits and Miller Display and Gotham fonts for text. For complete design notes, refer to The RE/MAX Collection Brand Guide available at myremaxcollection.com.

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**AGENT
NAME** /

Sales Representative
t 416.555.1234
agent@theremaxcollection.com



**AGENT
NAME** /

Sales Representative
t 416.555.1234
agent@theremaxcollection.com



**AGENT
NAME** /

Sales Representative
t 416.555.1234
agent@theremaxcollection.com

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HOMEBUYER'S GUIDE



HOMEBUYER'S GUIDE

A resource to help guide you through the luxury homebuying experience from start to finish.

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THE PROCESS /

RELIABLE RESOURCES /

Your RE/MAX luxury agent is an important resource. Ask for a referral if you're looking for a:

- Mortgage Lender.
- Inspector/Appraiser.
- Moving Company.
- Insurance Provider.
- Contractor.
- Landscaper.

A FEW THINGS TO CONSIDER:

- 1. Purchase insurance.** You are required to purchase homeowner's insurance if you have a mortgage. Make sure you are buying enough to cover your home and your belongings entirely in case of a total loss.
- 2. Home inspections.** Inspections will bring to light any significant issues or concerns with the home. The purchase agreement can be contingent on the inspection outcome, so if you don't like what you find, you can withdraw the deal and keep looking. Additional inspections, such as a geo report, foundation inspection, septic tank inspection or mold inspection, may be advised.
- 3. Determine the status of utilities.** In a traditional home sale, with sellers as occupants, you'll want to check on the status of the utilities required by the home. Outstanding invoices for items such as water, gas and electricity should be paid in full by the owners before closing. You will also want the services transferred to your name for billing. In a foreclosure or vacant home sale, in which the water has been turned off, contact the city to turn the water back on and check for broken or damaged pipes.
- 4. Negotiations.** You may be able to negotiate personal items like furniture to purchase outside of escrow so as not to impact the real estate sales price.
- 5. Confidentiality.** A Real Estate Nondisclosure Agreement (NDA) or confidentiality agreement may be presented to protect a buyer, seller or both parties.

REVIEWING PROPERTIES

Often, a first showing occurs online, followed by an in-person viewing. Before stepping inside a home, familiarize yourself with the area and community. Audit nearby attractions, points of interest, access to transportation (freeways, airports), schools, shopping centers, etc.

SUBMITTING AN OFFER

When you're ready to make an offer, your luxury agent will prepare the required paperwork and negotiate the purchase price and terms on your behalf.

UNDER CONTRACT

When you're "under contract" it means the seller has accepted your offer, and the contingency timeline has begun.

PENDING

A "pending sale" means you're further along in the escrow process when contingencies have been met. You're likely to close assuming no issues arise such as financing, appraisals or home inspections.

CLOSING

This is the final step of your homebuying journey. Possession day is negotiated in your offer or addendum. Once all conditions outlined in the Agreement of Purchase and Sale have been met then ownership of the property is transferred to you, the homebuyer.

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HOMESSELLER'S GUIDE

HOMESSELLER'S GUIDE



A resource to help guide you through the luxury homeselling experience from start to finish.

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PREPARE YOUR HOME FOR SALE

Explore what updates and repairs you can do to make your home more appealing to potential buyers. Addressing issues like water damage or foundation concerns can significantly enhance the marketability of your property. Even minimal cosmetic changes like replacing outdated light fixtures or a fresh coat of paint could attract more buyers.

Clean Up the Clutter

When listing your house and preparing for showings, it's best to organize your space. A good rule of thumb is to sort through all the items you don't use regularly and sort them into three piles: pack it, donate it and junk it.

- **Pack It** — For the items you're packing, go online and search "portable storage and moving containers." These convenient containers can be rented monthly and will save you a trip to a traditional storage unit. They are delivered to your house, and once you've packed it up, it's picked up and stored for you until you're ready to add more — or unload it at your new house.
- **Donate It** — For the items you're donating, a number of charities now offer scheduled donation pick-ups. Visit your favorite charity's website to learn when they'll be in your neighborhood.
- **Junk It** — For the items you're dumping, first make sure they can be dumped. Certain items need to be recycled or properly disposed of. Check with your municipality website to find a convenient and affordable way to properly dispose of certain materials. If what you have truly can be junked, consider renting a dumpster for large quantities.

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Six Staging Suggestions

Staging, including virtual staging, broadens the potential buyer pool by appealing to individuals with a wide range of styles and various living space uses.

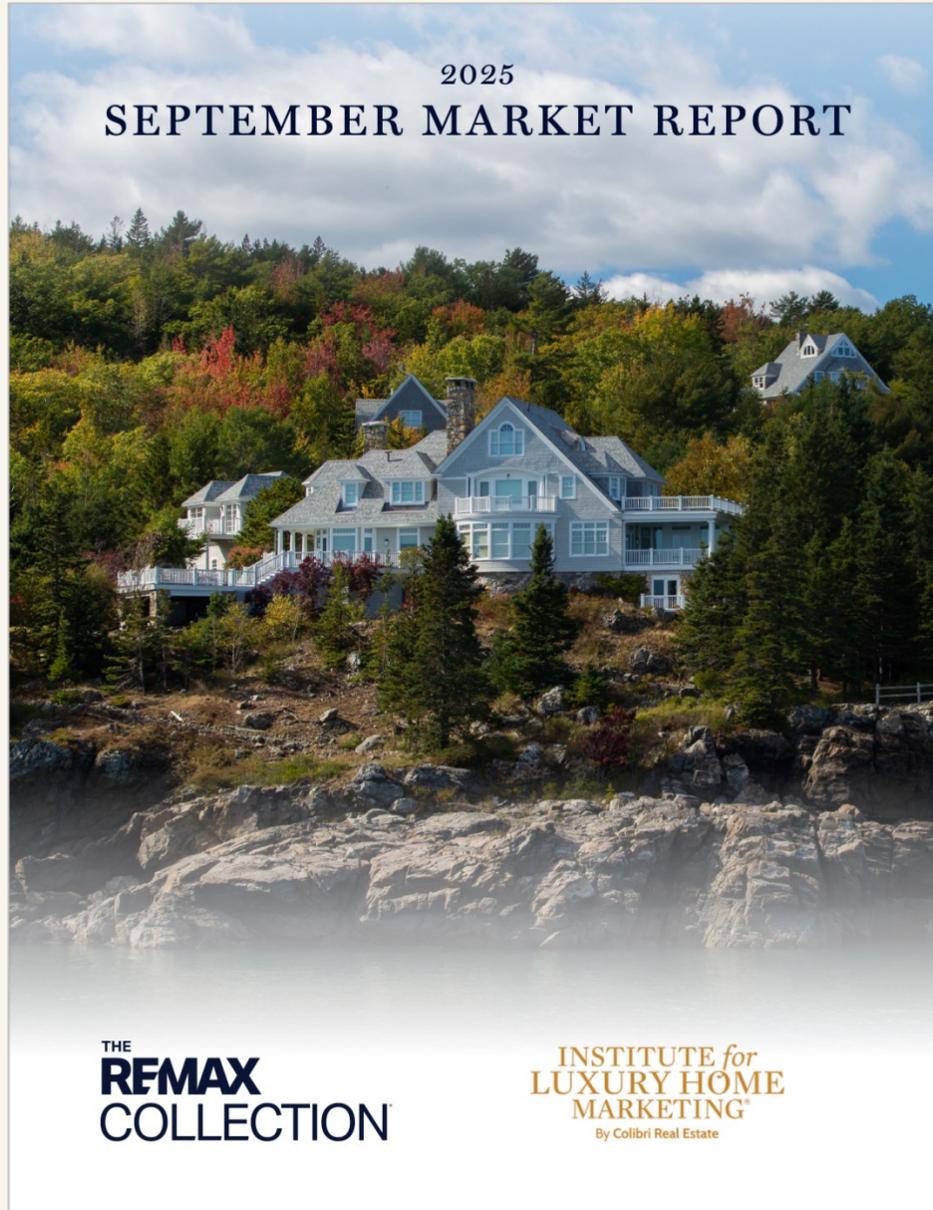
Not interested in hiring a professional stager? Consider these six staging suggestions to help enhance your home:

1. **Fix** minor flaws and imperfections; buyers don't want deferred maintenance issues.
2. **Remove** excess furniture from rooms and clutter from countertops to make spaces appear larger.
3. **Clean** and organize everything including garages, closets, storage rooms and laundry rooms. Buyers look everywhere.
4. **Wash** windows, pull back curtains and turn on lights in dim rooms to brighten areas and make rooms appear larger.
5. **Paint** walls in light neutral tones and pack up family pictures so buyers can envision their décor preferences.
6. **Manage** your yard; shovel the paths, mow the lawn, plant flowers and remove cobwebs from the door frames.

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MARKET REPORTS

2025 SEPTEMBER MARKET REPORT



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INSTITUTE for
LUXURY HOME
MARKETING
By Colibri Real Estate

LUXURY MONTHLY MARKET REVIEW

State	Market Name	SINGLE FAMILY HOMES					ATTACHED HOMES				
		List Price	Sold Price	DOM	Ratio	Market	List Price	Sold Price	DOM	Ratio	Market
AB	Calgary	\$1,049,000	\$950,000	15	34.4%	Seller's	\$799,900	\$725,000	17	24.3%	Seller's
AZ	Chandler and Gilbert	\$1,070,000	\$987,500	57	24.5%	Seller's	-	-	-	-	-
AZ	Flagstaff	\$1,399,000	\$1,292,500	85	16.9%	Balanced	-	-	-	-	-
AZ	Fountain Hills	\$2,725,000	\$2,125,000	98	23.1%	Seller's	\$734,500	\$785,000	50	35.0%	Seller's
AZ	Mesa	\$874,950	\$830,000	51	24.8%	Seller's	-	-	-	-	-
AZ	Paradise Valley	\$5,499,000	\$3,650,000	39	8.5%	Buyer's	-	-	-	-	-
AZ	Phoenix	\$879,900	\$800,000	49	25.1%	Seller's	-	-	-	-	-
AZ	Scottsdale	\$2,200,000	\$1,700,000	71	19.9%	Balanced	\$925,000	\$785,000	64	10.4%	Buyer's
AZ	Tucson	\$700,000	\$645,500	26	19.4%	Balanced	-	-	-	-	-
BC	Okanagan Valley	\$1,789,000	\$1,602,500	80	2.8%	Buyer's	-	-	-	-	-
BC	Vancouver	\$4,098,500	\$3,215,000	13	4.0%	Buyer's	\$1,899,000	\$1,678,000	16	4.5%	Buyer's
BC	Whistler	\$5,350,000	-	-	0.0%	Buyer's	\$2,397,000	\$2,850,000	157	1.7%	Buyer's
CA	Central Coast	\$2,995,000	\$2,495,000	16	17.4%	Balanced	\$1,275,000	\$1,050,000	27	29.6%	Seller's
CA	East Bay	\$2,150,000	\$1,912,500	14	62.0%	Seller's	\$1,089,000	\$1,117,500	12	55.1%	Seller's
CA	Greater Palm Springs	\$1,749,000	\$1,588,000	36	13.7%	Balanced	-	-	-	-	-
CA	Lake Tahoe	\$2,295,000	\$2,100,000	48	18.4%	Balanced	\$1,495,000	\$1,525,000	45	20.8%	Balanced
CA	Los Angeles Beach Cities	\$5,495,000	\$3,875,000	38	16.0%	Balanced	\$1,844,700	\$1,656,000	27	21.0%	Balanced
CA	Los Angeles City	\$4,495,000	\$3,875,000	43	10.2%	Buyer's	\$1,660,000	\$1,305,000	20	16.8%	Balanced
CA	Los Angeles The Valley	\$2,495,000	\$2,237,500	29	18.1%	Balanced	\$800,000	\$795,000	26	25.2%	Seller's
CA	Marin County	\$3,695,000	\$3,382,000	16	26.1%	Seller's	\$1,124,000	\$1,047,000	21	28.6%	Seller's
CA	Napa County	\$3,200,000	\$2,225,000	43	5.3%	Buyer's	-	-	-	-	-
CA	Orange County	\$2,880,000	\$2,200,000	28	27.6%	Seller's	\$1,297,000	\$1,195,000	22	35.8%	Seller's
CA	Placer County	\$1,169,990	\$1,125,000	21	22.1%	Seller's	-	-	-	-	-
CA	Sacramento	\$950,000	\$902,500	14	31.3%	Seller's	-	-	-	-	-
CA	San Diego	\$2,299,000	\$1,880,750	18	29.6%	Seller's	\$1,189,000	\$985,000	17	27.1%	Seller's
CA	San Francisco	\$4,495,000	\$3,117,500	12	29.8%	Seller's	\$2,850,000	\$2,475,000	13	16.1%	Balanced
CA	San Luis Obispo County	\$1,800,000	\$1,375,000	36	16.6%	Balanced	-	-	-	-	-
CA	Silicon Valley	\$3,999,999	\$3,389,000	9	47.5%	Seller's	\$1,698,000	\$1,649,000	9	51.1%	Seller's
CA	Sonoma County	\$2,427,950	\$1,586,250	52	14.0%	Balanced	\$699,993	\$785,000	28	42.9%	Seller's
CA	Ventura County	\$2,350,000	\$1,665,000	47	23.2%	Seller's	\$771,950	\$755,000	54	25.3%	Seller's
CO	Boulder	\$1,990,000	\$1,597,500	45	11.0%	Buyer's	\$875,000	\$867,760	75	14.3%	Balanced
CO	Colorado Springs	\$940,000	\$875,000	27	14.0%	Balanced	\$575,000	\$580,000	20	37.0%	Seller's
CO	Denver	\$1,549,000	\$1,300,000	30	19.1%	Balanced	\$830,000	\$815,000	26	13.4%	Balanced
CO	Douglas County	\$1,254,500	\$1,171,500	37	17.8%	Balanced	\$582,500	\$579,500	36	26.2%	Seller's
CO	Summit County	\$2,785,000	\$1,952,500	27	16.3%	Balanced	\$1,207,500	\$1,300,000	36	12.8%	Balanced
CO	Telluride	\$5,250,000	\$5,304,000	131	8.2%	Buyer's	\$3,195,000	\$1,350,000	95	7.7%	Buyer's
CO	Vail	\$6,647,500	\$5,200,000	8	14.8%	Balanced	\$3,460,000	\$3,050,000	165	19.4%	Balanced
CT	Central Connecticut	\$899,900	\$619,000	7	51.7%	Seller's	-	-	-	-	-

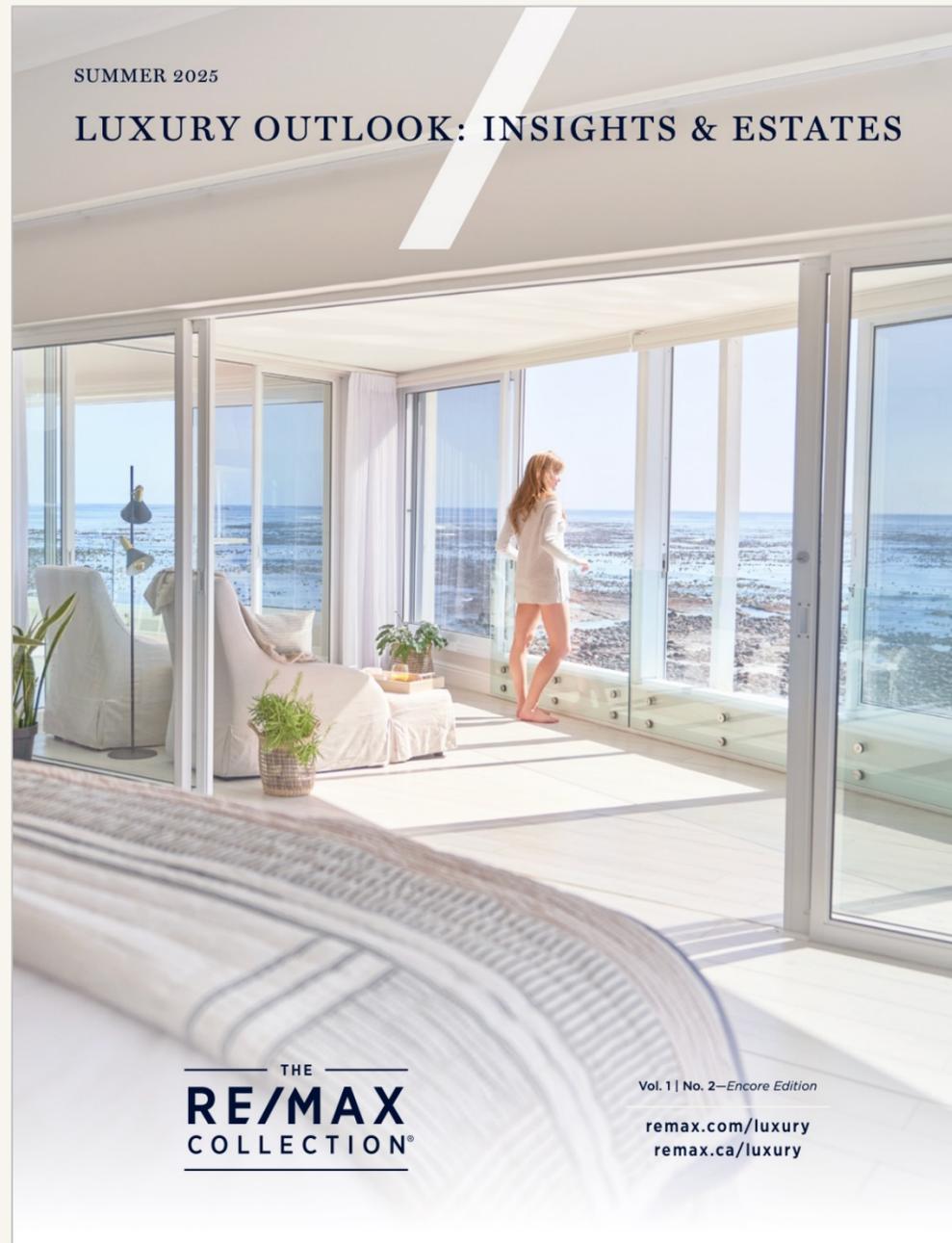
Median prices represent properties priced above respective city benchmark prices. Prices shown for Canadian cities are shown in Canadian Dollars.

LUXURY MONTHLY MARKET REVIEW

State	Market Name	SINGLE FAMILY HOMES					ATTACHED HOMES				
		List Price	Sold Price	DOM	Ratio	Market	List Price	Sold Price	DOM	Ratio	Market
CT	Coastal Connecticut	\$2,199,000	\$1,829,000	21	24.5%	Seller's	\$1,175,000	\$765,000	16	51.8%	Seller's
DC	Washington D.C.	\$3,950,000	\$2,725,000	30	16.2%	Balanced	\$1,775,000	\$1,587,500	17	12.5%	Balanced
DE	Sussex County	\$1,500,000	\$1,248,734	15	27.3%	Seller's	\$1,125,000	\$1,163,940	19	29.3%	Seller's
FL	Boca Raton/Delray Beach	\$2,749,990	\$2,200,000	67	14.2%	Balanced	\$899,999	\$852,000	34	12.3%	Balanced
FL	Brevard County	\$829,395	\$771,740	26	17.7%	Balanced	\$735,000	\$740,000	27	5.4%	Buyer's
FL	Broward County	\$1,725,000	\$1,510,000	54	10.5%	Buyer's	\$685,000	\$615,000	48	8.1%	Buyer's
FL	Coastal Pinellas County	\$2,174,500	\$1,650,000	54	8.8%	Buyer's	\$1,200,000	\$1,264,000	44	10.9%	Buyer's
FL	Ft. Lauderdale	\$5,725,000	\$3,035,000	89	3.2%	Buyer's	\$2,495,000	\$1,925,000	148	3.2%	Buyer's
FL	Jacksonville	\$811,073	\$891,648	37	21.3%	Seller's	\$590,000	\$527,495	41	22.2%	Seller's
FL	Jacksonville Beaches	\$1,299,995	\$1,285,000	47	16.9%	Balanced	\$849,500	\$952,500	32	14.3%	Balanced
FL	Lee County	\$1,449,000	\$1,187,500	68	5.1%	Buyer's	\$874,900	\$800,000	94	5.1%	Buyer's
FL	Marco Island	\$2,995,000	\$1,925,000	241	5.0%	Buyer's	\$1,675,000	\$2,250,000	91	2.5%	Buyer's
FL	Miami	\$1,849,950	\$1,452,500	54	9.7%	Buyer's	\$1,450,000	\$1,195,000	122	4.5%	Buyer's
FL	Naples	\$5,349,000	\$3,900,000	88	5.4%	Buyer's	\$2,369,000	\$2,321,238	27	5.8%	Buyer's
FL	Orlando	\$1,249,000	\$1,150,000	42	16.3%	Balanced	\$565,450	\$532,695	47	10.4%	Buyer's
FL	Palm Beach Towns	\$4,300,000	\$1,775,000	56	5.2%	Buyer's	\$1,882,500	\$1,800,000	47	7.3%	Buyer's
FL	Sarasota & Beaches	\$2,555,000	\$1,700,000	116	10.4%	Buyer's	\$1,772,500	\$2,565,100	0	17.7%	Balanced
FL	South Pinellas County	\$1,350,000	\$1,275,000	53	13.7%	Balanced	\$999,000	\$1,005,000	25	11.5%	Buyer's
FL	South Walton	\$2,635,000	\$2,537,500	46	6.1%	Buyer's	\$1,362,500	\$1,262,500	49	6.1%	Buyer's
FL	Tampa	\$748,500	\$729,900	26	19.8%	Balanced	\$825,000	\$692,000	33	11.6%	Buyer's
GA	Atlanta	\$1,552,500	\$1,175,000	11	22.7%	Seller's	\$715,000	\$641,000	22	12.6%	Balanced
GA	Duluth	\$1,544,500	\$1,507,500	7	21.7%	Seller's	-	-	-	-	-
HI	Island of Hawaii	\$1,850,000	\$1,600,000	26	11.8%	Buyer's	\$1,649,000	\$1,640,000	26	13.6%	Balanced
HI	Kauai	\$2,975,000	\$2,200,000	69	15.7%	Balanced	\$1,450,000	\$1,185,000	28	12.9%	Balanced
HI	Maui	\$3,150,000	\$1,920,000	113	10.4%	Buyer's	\$1,919,500	\$1,550,000	126	6.8%	Buyer's
HI	Oahu	\$2,950,000	\$2,180,000	20	12.1%	Balanced	\$1,100,000	\$940,000	34	13.3%	Balanced
IA	Greater Des Moines	\$664,950	\$659,792	22	17.3%	Balanced	-	-	-	-	-
ID	Ada County	\$817,400	\$735,000	20	35.2%	Seller's	\$645,000	\$629,800	23	28.8%	Seller's
ID	Northern Idaho	\$1,750,000	\$1,522,500	108	7.1%	Buyer's	-	-	-	-	-
IL	Chicago	\$1,649,000	\$1,325,000	15	32.9%	Seller's	\$1,199,000	\$1,030,000	33	19.6%	Balanced
IL	DuPage County	\$1,299,950	\$961,000	13	38.5%	Seller's	699000	640000	13	31.1%	Seller's
IL	Lake County	\$1,275,000	\$1,000,000	17	29.9%	Seller's	-	-	-	-	-
IL	Will County	\$638,500	\$635,000	11	40.2%	Seller's	-	-	-	-	-
IN	Hamilton County	\$815,000	\$791,941	6	48.9%	Seller's	-	-	-	-	-
KS	Johnson County	\$815,680	\$807,000	31	25.9%	Seller's	\$649,950	\$606,282	26	24.2%	Seller's
MA	Cape Cod	\$2,500,000	\$1,650,000	40	16.7%	Balanced	\$995,000	\$800,000	54	16.1%	Balanced
MA	Greater Boston	\$3,291,500	\$2,743,500	50	11.8%	Buyer's	\$2,400,000	\$1,900,000	42	11.6%	Buyer's
MA	South Shore	\$1,825,200	\$1,368,000	21	37.6%	Seller's	\$934,000	\$775,000	24	45.2%	Seller's

Median prices represent properties priced above respective city benchmark prices. Prices shown for Canadian cities are shown in Canadian Dollars.

THE REMAX COLLECTION NEWSLETTER



LUXURY OUTLOOK: INSIGHTS & ESTATES

The Latest in Luxury Marketing

Print & Digital

Luxury Property Marketing Brochure
[PowerPoint and PDF »](#)

An elegant, consumer-facing brochure showcasing The REMAX Collection brand, marketing advantages and premier syndication. Perfect for listing presentations, open houses or client meetings.

U.S. Luxury Homebuyer Guide »
U.S. Luxury Homeseller Guide »

Share these sleek, digital guides with clients to help them navigate the luxury market with confidence.

2025 REMAX vs the Industry Luxury Graphics »
Canada's Leaders in Luxury Assets »

Get the standout stats that highlight the competitive edge of The REMAX Collection in the luxury space. Great for digital marketing, listing presentations or social posts.

Reports & Market Insights

Luxury Market Reports
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The REMAX Collection's 2025 Spotlight on Canada Luxury 2025 Report — download to print »
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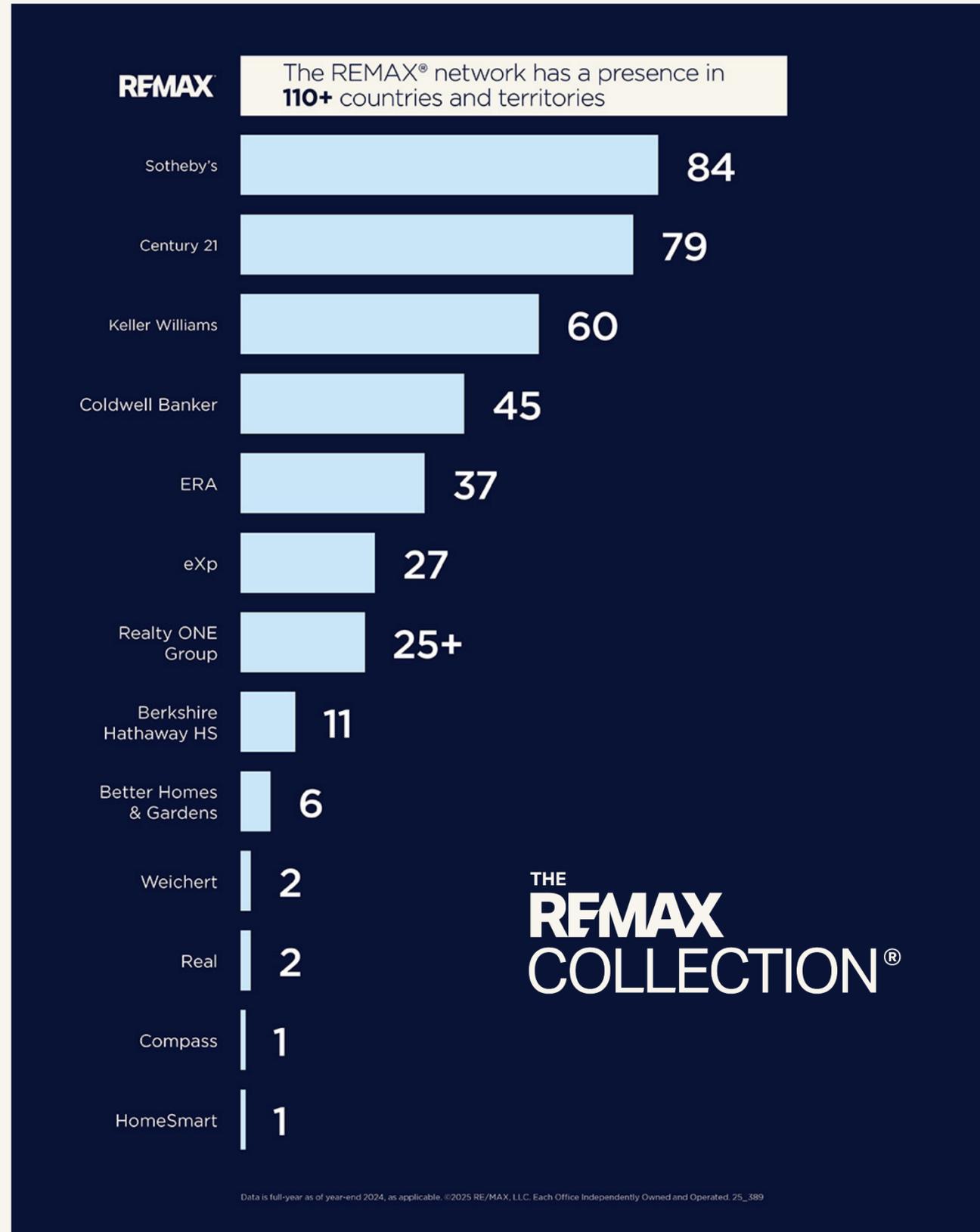
A look at Canada's luxury market — featuring key trends, opportunities and the agents leading the way.



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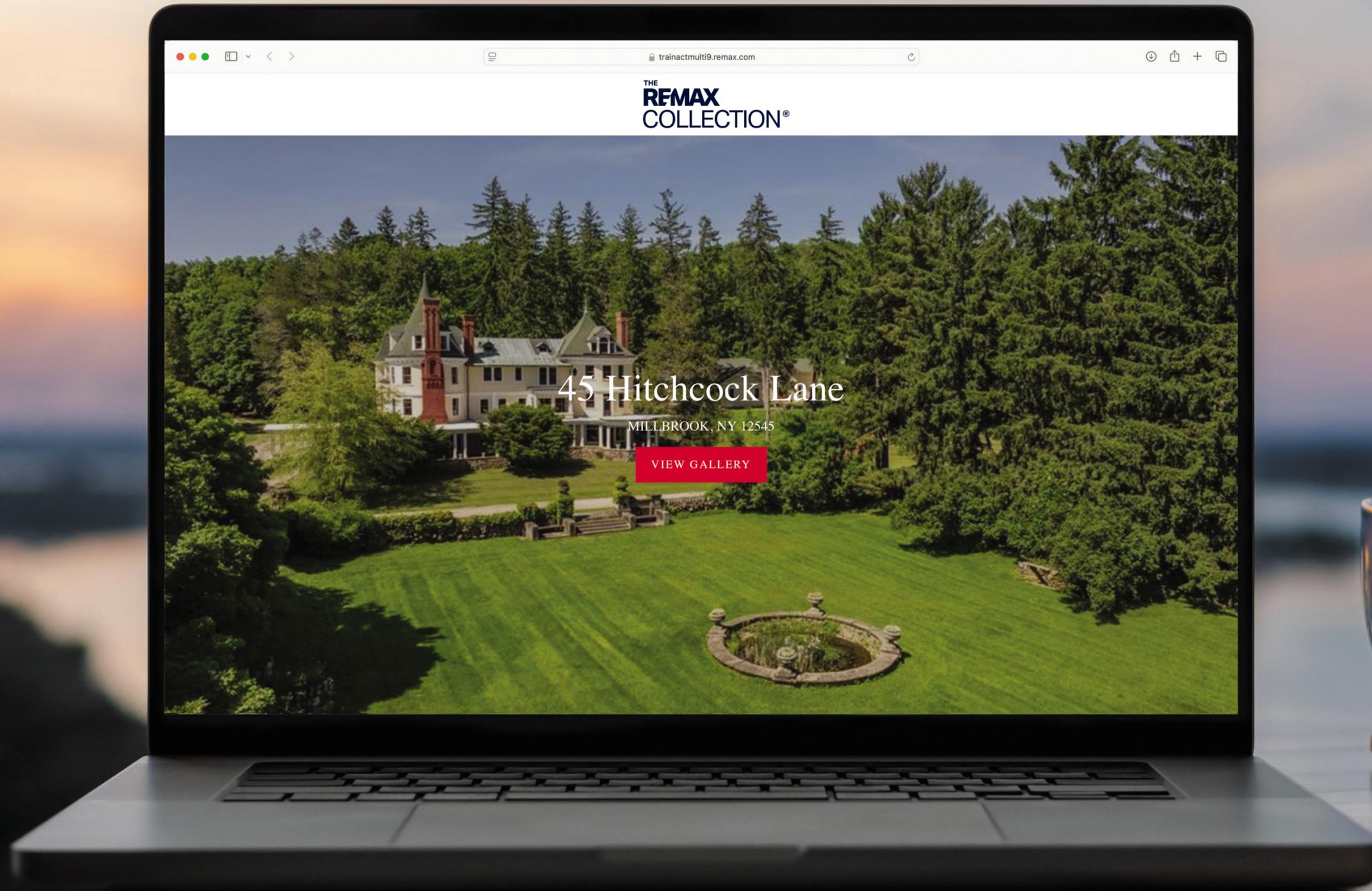
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Built in 2021, Altitude at Silverleaf, 21264 N. 113th Place, Scottsdale, is on the market for \$29.5 million.

K21NO REALTY MEDIA

By Angela Gonzales - Senior Reporter, Phoenix Business Journal
Mar 16, 2022

IN THIS ARTICLE

Housing market
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A new home built on five acres in the exclusive Silverleaf community in north Scottsdale is on the market for \$29.5 million. Take a sneak peek inside the home that is garnering attention from potential buyers across the country.

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Lakeville estate overlooking Brackett's Crossing Country Club golf course on market for \$1.7 million

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By Caitlin Anderson
Mar 4, 2023

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Updated: Apr. 26, 2023, 1:33 p.m. | Published: Apr. 26, 2023, 1:31 p.m.



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\$11.5-million Kleinburg bungalow boasts luxe features: Home of the Week

Heated porch, "bat cave" garage with car lift, massive windows, wine and cigar rooms, loft apartment, and a Bonsai room are among highlights of house.

By Allison Harness Special to the Star
Sat., March 4, 2023 | 3 min. read

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By Edward Pevos | epevos@MLive.com

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Residential Real Estate

Minnetonka estate with backyard oasis lists for \$1.8 million (gallery)

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VIEW SLIDESHOW 16 photos

This home in Minnetonka is on the market for \$1.8 million.

By Caitlin Anderson
Feb 13, 2023

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Listed: For \$900,000, a home on a private island off Connecticut's coast

On Mouse Island, a peaceful oasis with panoramic views.



1 Mouse Island is one of three homes on

By Megan Johnson -- Globe correspondent
June 8, 2023 | 2:49 PM

If you're looking to put a body of wa an opportunity.

Groton's Mouse Island is home to a

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LUXURY HOMES

Listed: For \$6.5 million, a Newport estate known as the Ivy Tower

Inside the preparatory school turned private residence.



Measuring 7,373 square feet, the 9-bed, 8-bath (6 full, 2 half) property, which is set on 1.2 acres behind gates, features a stunning stone facade. *George Gray, Marial Maher, Connection Street Media*

By Megan Johnson -- Globe correspondent
May 9, 2023

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1 A fisherman looking for bass in the Charles River found an abandoned car instead. Then he found another -- and another.

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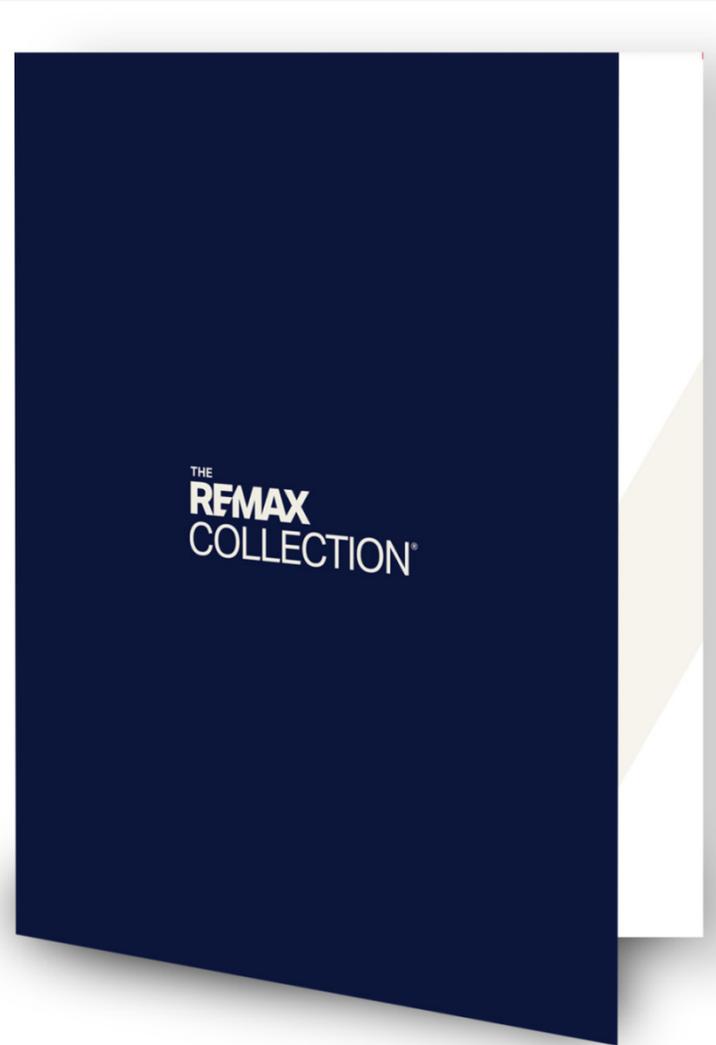
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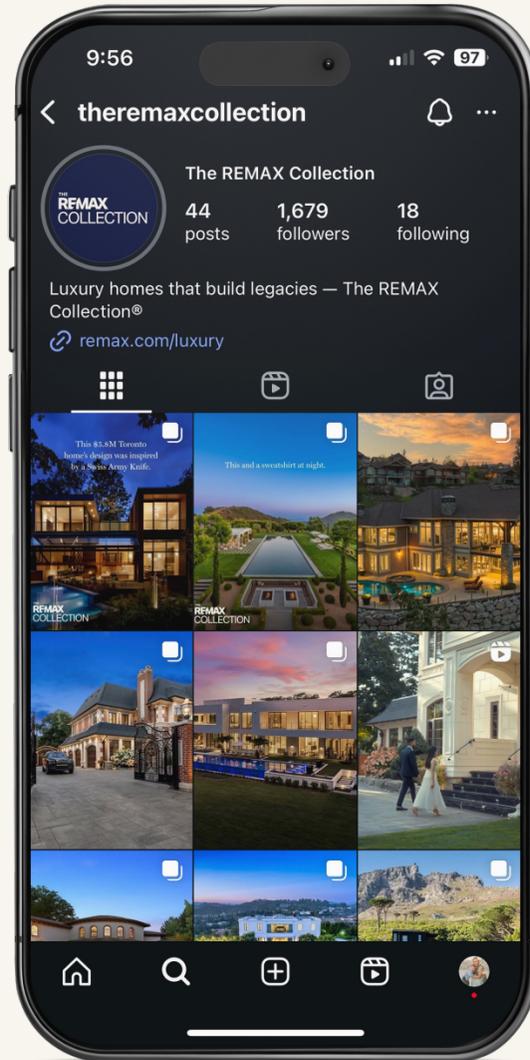


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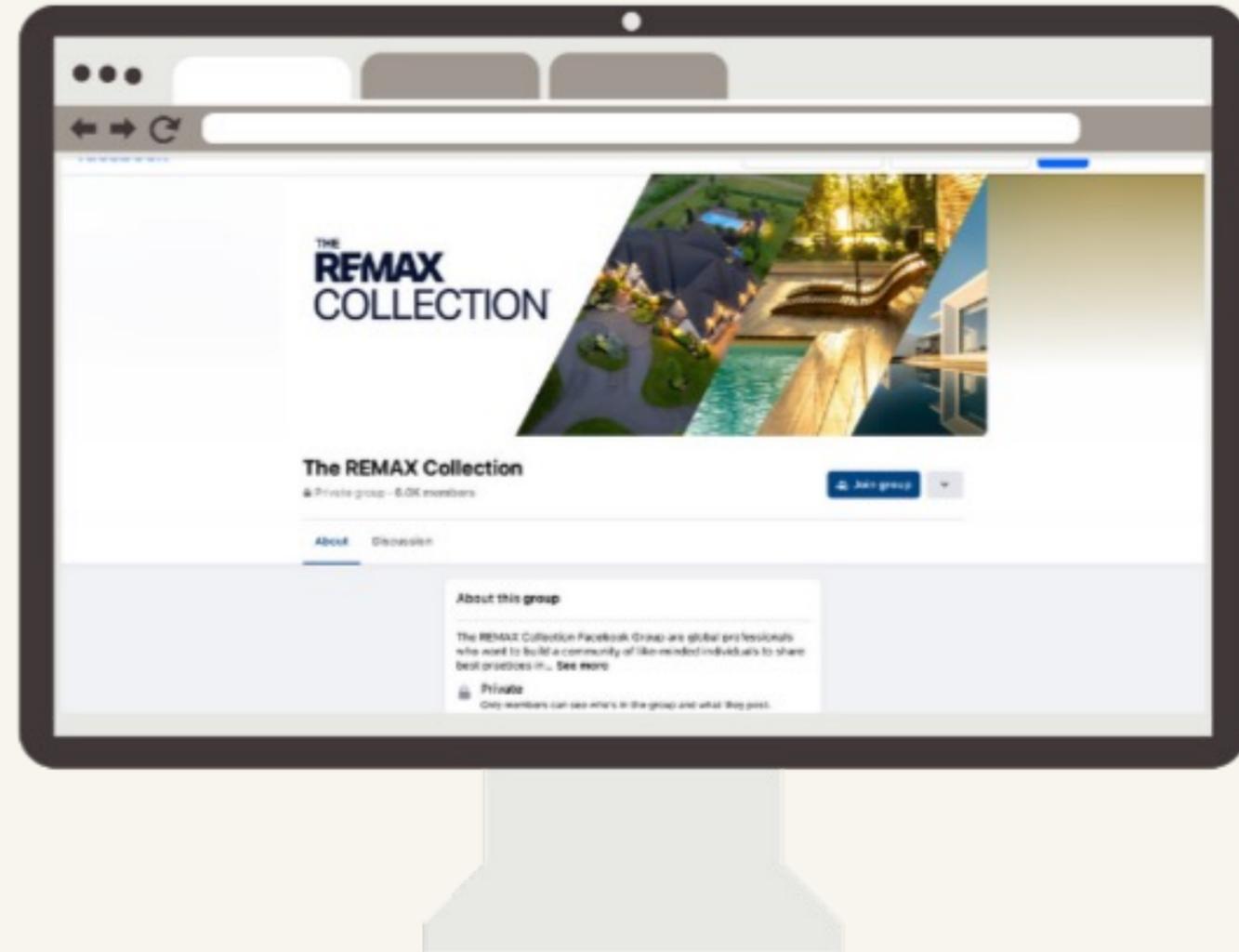
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Fine Homes & Luxury Properties



Welcome to The REMAX Collection®

The REMAX Collection® is a global luxury brand with elevated marketing resources for agents representing upscale homes and affluent clientele.

The REMAX Collection luxury agents are versed in more than just unique properties around the world; they know luxury lives in the experience. Become a part of the luxury network that helps open doors to luxurious living worldwide.

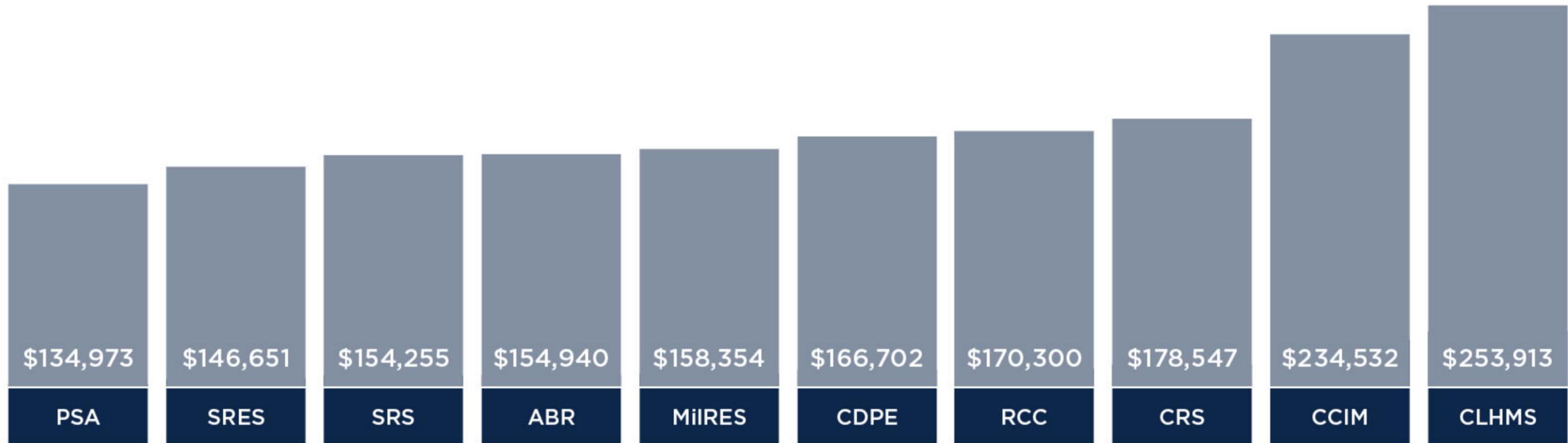
Whether you're looking to advance your skills in the luxury space or want to expand into a new niche market, the resources and tools below offer expert guidance along the way. Learn from industry leaders, find details on how to earn a new designation, and more!



The More You Learn, The More You Earn[®]

The real dollars and cents value of education.

Average RE/MAX[®] Commission
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CLHMS DESIGNATION

Step 1: Course - 3 options: self-paced online (\$495), a 2-day course online with an instructor (\$545), or in person at select events (\$545)

Step 2: Close three residential transactions within a 24-month period that are at or above the Luxury Threshold in each transaction's Market Area.

Access through REMAX University



LUXE DESIGNATION

- Learn how to sell the luxury \$1M+ market
- 16 module course (\$497)
- No luxury sales experience required
- Access through REMAX University



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Luxe Exchange

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LUXURY PROGRAM OVERVIEW

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Fine Homes & Luxury Properties

Program Overview

The **REMAX Collection**[®] is a global luxury brand with elevated marketing resources for agents representing upscale homes and affluent clientele. The REMAX Collection luxury agents are versed in more than just unique properties around the world; they know luxury lives in the experience. Become a part of the luxury network that helps open doors to luxurious living worldwide.

The details are what sets the network apart.

Luxury Resources

Robust, curated luxury content for U.S., Canada and global affiliates — designed to help elevate the upper market segment and secure listings.

Elevated Standards

Every home in The REMAX Collection is required to be 2X the average sold price where a property is listed.

Luxury Forum

An annual event where luxury agents are invited to network with other industry influencers and learn new ways to expand their business.

Luxe Exchange

An exclusive virtual showcase of premier luxury homes. This is your chance to present a top-tier listing and connect with luxury real estate professionals worldwide.

REMAX University[®]

A learning hub, with a dedicated luxury page, designed to help agents scale their professional expertise.

LUXURY RESOURCES

U.S. <https://resources.remax.com/the-remax-collection/>
Canada <https://agentbrokerhub.remax.ca/the-remax-collection/>
Global <https://globalresources.remax.com/the-remax-collection/>

All-in-One-Place Resources:

Video eBooks

Consumer-facing commercials

Property marketing brochure

Luxury listing presentation

Look Book

Customizable brochure to present digitally or print professionally

“REMAX vs. the Industry” social graphics

Distinct yard signs and sign riders

Photofy

Mobile content creation platform for listings and agent branding

REMAX Hustle

remaxhustle.com
Customize videos, video editor, digital welcome mats



INTERNATIONAL PUBLICATIONS

The REMAX Collection luxury agents receive access to exclusive digital and print advertising programs with internationally renowned publications where luxury listings can reach millions of qualified buyers. Reach out to the publication representative for possible special rate availability.

Unique Homes
uniquehomes.com

The High End
direct mail
magazine
by Unique
Homes

The Wall Street
Journal
realestate.wsj.com

Mansion Global
Experience Luxury
magazine
mansionglobal.com/
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Kingdom
Magazine
kingdom.golf

The Chronicle of
the Horse
chronofhorse.com



THE REMAX COLLECTION LISTING CRITERIA

U.S.

Visit the **Luxury Agent Hub** <https://resources.remax.com/the-remax-collection/>
Download the PDF to search by zip code.

Canada

Visit the **Luxury Agent Hub**
<https://agentbrokerhub.remax.ca/the-re-max-collection-resource-guide/>
Download the PDF to search by province and city.

Once a listing qualifies and is entered into the MLS, it automatically syndicates to remax.com/luxury (U.S.) or remax.ca/luxury (Canada), global.remax.com, wsj.com and MarketWatch.com. U.S. and Canadian listings that meet The REMAX Collection threshold and are priced at \$1M+ USD or \$1.3M CAD will syndicate to MansionGlobal.com and Barrons.com. U.S. listings that meet the same threshold will also syndicate to UniqueHomes.com.

U.S. CONSUMER GUIDES

Equip your clients with The REMAX Collection **Homebuyer's Guide**, covering agent and client expectations, the buying process and key terms. The **Homeseller's Guide** walks sellers through preparing, pricing and marketing their home. Both guides are available in digital and print formats.



REMAX UNIVERSITY

From online and in-person courses and events to broker/owner and agent-specific programs, REMAX University offers advanced certifications and educational opportunities to stay ahead.

Luxury learning programs include:

- CLHMS™ designation from The Institute for Luxury Home Marketing. Agents selling homes \$1M+ may earn the GUILD™ designation; \$2M+ may earn the GUILD Elite™ designation.

- Luxury Listing Specialist (LUXE) designation. Learn how to sell the \$1M+ market. No luxury sales experience required.

FEATURE YOUR LISTING ON THE HOMEPAGE CAROUSEL

To have your property considered for placement on the remax.com/luxury homepage carousel, email listing details to theremaxcollection@remax.com. Listings must be \$2M+ USD. Selection is not guaranteed.

SOCIAL CLUB

Instagram [@TheREMAXCollection](https://www.instagram.com/TheREMAXCollection)

Facebook [facebook.com/groups/TheREMAXCollectionGroup](https://www.facebook.com/groups/TheREMAXCollectionGroup)

The REMAX Collection Facebook Group is exclusive to global luxury professionals who want to build a community of like-minded individuals. The purpose of this group is to share best practices, contribute through positive communication and help each other grow. The REMAX Collection Facebook Group does not serve as a listing platform. Complete the group membership questions for consideration.

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